

Appl. No. 09/589,551  
Amdt. dated March 1, 2004  
Reply to Office Action of Nov. 28, 2003  
Docket No. 6676-11

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the instant application:

**Listing of Claims:**

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1. (Original) A method of assisting a website designer in establishing an arrangement between a first website being designed by the website designer and a second website in order to market the first website at the second website upon the activation of the first website on the internet, the method comprising:

during design of the first website, receiving information at a user interface indicating a type of an element for marketing that is to be displayed at the second website, and information specifying the second website at which the element is to be displayed;

saving the information at a first database that is coupled to the user interface;

obtaining the element for marketing of the type indicated; and

causing the display of the element for marketing at the second website when the first website is activated with respect to the internet,

wherein the element for marketing includes at least one of a banner ad concerning the first website and a link to the first website.

2. (Original) The method of claim 1, further comprising, prior to receiving the information indicating the type of the element and the information specifying the second website:

receiving at the user interface information concerning at least one of the website designer, a business of the website designer, and the first website;

performing a search of information on a second database having information concerning at least one of a plurality of third party website designers, a plurality of third party businesses and a plurality of third party websites;

identifying from the search at least one third party website to which the first website should be coupled for marketing purposes; and

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providing information concerning the at least one third party website at the user interface.

3. (Original) The method of claim 1, further comprising  
during design of the first website, receiving information specifying a plurality of  
additional third party websites at which it is desirable to have the  
element displayed;

saving the information at the first database; and

causing the display of the element for marketing at each of the plurality of additional  
third party websites when the first website is activated with respect to the internet.

4. (Original) The method of claim 1, further comprising:  
determining whether a reciprocal site for the display of at least one marketing element of  
a third party website exists in the first website being designed; and

creating the reciprocal site for the display of the at least one marketing element of the  
third party website when the reciprocal site does not yet exist in the first website being designed.

5. (Original) The method of claim 4, further comprising:  
when the element for marketing the first website is a banner ad concerning the first  
website, causing the sequential display at the reciprocal site of the first website of a plurality  
banner ads respectively concerning a plurality of third party websites, when the first website is  
activated with respect to the internet.

6. (Original) The method of claim 4, further comprising:  
when the element for marketing the first website is a link to the first website, causing the  
display at the reciprocal site of the first website of a plurality of links to the plurality of third  
party websites, when the first website is activated with respect to the internet.

7. (Original) The method of claim 1, wherein the element for marketing is the banner ad  
concerning the first website, further comprising:

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determining whether the banner ad for the first website has already been designed; and  
when it is determined that the banner ad for the first website has not yet been designed,  
displaying a message at the user interface indicating the necessity of designing the banner ad.

8. (Original) The method of claim 7, further comprising, when it is determined that the banner ad for the first website has not yet been designed:

a1 providing a first display region on the user interface, the first display region being capable of displaying a plurality of elements;

receiving a search request for available banner ad designs at the user interface;

performing a search of information concerning a plurality of available elements stored on a second database in response to the search request, wherein a search engine program performs the search;

displaying results of the search on the user interface; and

receiving a selection command at the user interface to select a first banner ad design from the results.

9. (Original) The method of claim 8, further comprising:

providing a second display region on the user interface, the second display region being capable of displaying the plurality of elements;

displaying the first banner ad design in the second display region;

receiving a first command to modify the first banner ad design in the second display region;

modifying the first banner ad design in response to the first command;

terminating the display of the second display region;

displaying the modified first banner ad design in the first display region, wherein the first display region is capable of displaying the first banner ad design in an interactive manner; and

saving the modified first banner ad design.

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10. (Original) The method of claim 9, further comprising:  
receiving at the user interface a command to preview the modified first banner ad design;  
and

providing a preview of the modified first banner ad design, wherein the preview allows  
for the display of all visual effects of the modified first banner ad design, and allows for the  
sounding of all sonic effects of the modified first banner ad design.

11. (Original) The method of claim 9, further comprising, prior to the saving of  
information concerning the modified first banner ad design:

displaying a prompt concerning payment;  
receiving credit card processing information at the user interface; and  
determining the adequacy of the credit card processing information.

12. (Original) The method of claim 1, further comprising, prior to receiving the  
information indicating the type of the element and the information specifying the second  
website:

providing a first display region on the user interface, the first display region being  
capable of displaying a plurality of elements;

receiving a selection of the smart agent option at the user interface, the selection of which  
is indicative of a desire to establish the arrangement between the first website being designed by  
the website designer and the second website in order to market the first website at the second  
website upon the activation of the first website on the internet;

displaying a smart agent menu having a suggested marketing locations option, a create  
links option and a banner ad rotations option, wherein the create links option and the banner ad  
rotations option can be selected to indicate the type of the element for marketing.

13. (Original) A method of assisting a website designer in establishing an e-commerce  
feature on a first website being designed by the website designer for access by third parties upon  
the activation of the first website on the internet, the method comprising:

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receiving at a user interface a selection of the e-commerce feature that is desired to be implemented on the first website, wherein the e-commerce feature is at least one of a shopping cart and an auction;

receiving at the user interface information concerning a picture of a product desired to be sold using the e-commerce feature;

receiving at the user interface information concerning a written description of the product;

receiving at the user interface information concerning a price of the product;

receiving at the user interface information concerning an identification number of the product; and

when the first website is activated on the internet, displaying the e-commerce feature on the first website, wherein display of the e-commerce feature includes the display of at least some of the picture, written description, price and identification information of the product.

14. (Original) The method of claim 13, further comprising, prior to receiving at the user interface the selection of the e-commerce feature that is desired to be implemented:

displaying a list of at least one of a plurality of shopping carts and a plurality of auctions.

15. (Original) The method of claim 13, wherein the e-commerce feature that is selected is an auction, and the information concerning the price of the product concerns a reserve price.

16. (Original) The method of claim 13, wherein the information concerning the picture of the product is uploaded from a memory device at a website designer computer, and wherein the information concerning the written description, price and identification number of the product is received at the user interface into a form field.

17. (Original) The method of claim 13, further comprising, after the receiving of the information concerning the identification number of the product:

prompting for an input of a merchant account identifier;

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when the merchant account identifier is received, saving the information concerning the selected e-commerce feature, the received information concerning the picture, written description, price and identification number of the product, and the merchant account identifier;

when an indication that no merchant account identifier exists is received, providing a merchant account information form, receiving merchant account information at the user interface, and sending the merchant account information to a merchant account vendor,

wherein, the e-commerce feature is only displayed on the internet when both the first website is activated on the internet and the merchant account identifier has been received.

18. (Original) The method of claim 13, further comprising:

providing a first display region on the user interface, the first display region being capable of displaying a plurality of elements;

displaying the selected e-commerce feature including at least some of the information concerning the picture, written description, price and identification number of the product on the first display region,

wherein the first display region is capable of displaying the e-commerce feature in an interactive manner.

19. (Original) A computer-readable storage medium containing computer executable code for instructing at least one computer to perform the steps of:

during design of a first website, receiving information at a user interface indicating a type of an element for marketing that is to be displayed at a second website, and information specifying the second website at which the element is to be displayed;

saving the information at a first database that is coupled to the user interface;

obtaining an element for marketing of the type indicated; and

causing the display of the element for marketing at the second website when the first website is activated with respect to the internet,

wherein the element for marketing includes at least one of a banner ad concerning the first website and a link to the first website.

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20. (Original) A computer-readable storage medium containing computer executable code for instructing at least one computer to perform the steps of:

receiving at a user interface a selection of an e-commerce feature that is desired to be implemented on a first website, wherein the e-commerce feature is at least one of a shopping cart and an auction;

receiving at the user interface information concerning a picture of a product desired to be sold using the e-commerce feature;

receiving at the user interface information concerning a written description of the product;

receiving at the user interface information concerning a price of the product;

receiving at the user interface information concerning an identification number of the product; and

when the first website is activated on the internet, displaying the e-commerce feature on the first website, wherein display of the e-commerce feature includes the display of at least some of the picture, written description, price and identification information of the product.

21. (Original) An internet-based system for assisting a website designer in establishing an arrangement between a first website being designed by the website designer and a second website in order to market the first website at the second website upon the activation of the first website on the internet, the system including;

a server computer accessible by a plurality of registered user computers and a plurality of unregistered computers using the internet, wherein the server computer:

receives at a user interface displayed at one of the registered user computers information indicating a type of an element for marketing that is to be displayed at the second website, and information specifying the second website at which the element is to be displayed;

saves the information at a first database that is coupled to the server computer;

obtains an element for marketing;

hosts the second website;

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at  
activates the first website on the internet by hosting the first website on the internet;  
provides a web page for the second website to one of the unregistered computers; and  
displays the element for marketing on the web page.

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